

Message Text

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ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00

RSC-01 /026 W

----- 107155

R 141456Z NOV 74

FM AMEMBASSY BEIRUT

TO SECSTATE WASHDC 1335

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY TEHRAN

UNCLAS BEIRUT 13664

KUWAIT ALSO PASS DOHA

EO 11652: NA

TAGS: BEXP XF LE

SUBJ: PROPOSED AMERICAN APPAREL MANUFACTURERS ASSOCIATION
(AAMA) IOGA TRADE MISSION

REF: STATE 242260

1. EMBASSY WELCOMES PROSPECT OF AAMA TRADE MISSION.
ON SPOT SALES POTENTIAL THIS MISSION DIFFICULT ESTIMATE
INASMUCH AS THIS DEPENDENT ON POTENTIAL BUYERS' REACTION

TO APPAREL LINES FEATURED. NEVERTHELESS EMBASSY ANTICIPATES
TANGIBLE BENEFITS TO NEW-TO-MARKET FIRMS IN
ASSESSING MARKET, OBTAINING REPRESENTATION, AND DISCUSSING
POSSIBLE LICENSING OR JOINT VENTURE ARRANGEMENTS
WITH LEBANESE APPAREL MANUFACTURERS. ALSO MISSION COULD
STIMULATE IMPROVEMENT U S APPAREL MARKET SHARE WHICH IN
1972 WAS 4 PERCENT. FRANCE LEADING SUPPLIER WITH 35
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PERCENT, ITALY 11 PERCENT, UK 8 PERCENT. LEBANESE VERY

FASHION-CONSCIOUS AND EXPECTED BE INTERESTED IN AMERICAN-
STYLE WEARING APPAREL.

2. BEIRUT TRADE CENTER FACILITIES NOT SUITABLE THIS
MISSION'S PURPOSES. HOWEVER, ADEQUATE SPACE AVAILABLE
HOTELS OR AT BEIRUT CHAMBER OF COMMERCE OFFICES AND
EXHIBITION HALL. SUCCESS OF IOGA MISSION DEPENDENT ON
EARLY IN-DEPTH ADVANCE WORK BY MISSION REPRESENTATIVE.

3. NOTE COTTON GINNING/TEXTILE MACHINERY MISSION ALSO
PROPOSED FOR MAY 1975 (A-7856 OF OCT 16, 74).
TRUST MISSION SCHEDULING CAN BE ARRANGED TO SPACE OUT
EXPECTED WORKLOAD OF EMB COMMERCIAL STAFF.
GODLEY

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NNN

Message Attributes

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Draft Date: 14 NOV 1974
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Film Number: D740329-0081
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Handling Restrictions: n/a
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ISecure: 1
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30 JUN 2005

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TAGS: BEXP, XF, LE
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